

## Program-Level Operational Effectiveness Goal Matrix

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: <i>Does not meet expectation</i> <i>Meets expectation</i> <i>Exceeds expectation</i> <i>Insufficient data</i>
<b>OEG 1 - To optimize undergraduate enrollment and retention</b>			
<b>Measure 1:</b> Graduation/Retention Rates/Job Placement	Eighty percent (80%) of the seniors enrolled during the 2020-2021 academic year will graduate from the sport management program.	Graduation rates will be available fall 2021.	<b>Insufficient Data</b>
<b>Measure 2:</b> Senior Exit Interview	Eighty percent (80%) of the students will indicate they were prepared to apply critical thinking skills to solve problems and make managerial decision through the integration of theory and practice.	Eighty (80%) percent of the students responded that they were extremely (60%) or very (20%) prepared. (See Appendix D)	<b>Meets Expectation</b>
<b>OEG 2: To maintain COSA Accreditation</b>			
<b>Measure 1:</b> COSMA Annual and Public Disclosure Reports	Submit reports by or before July 31 and upload Public Disclosure report to SRU website by or before December 31 <sup>st</sup> each year.	Submitted COSMA Annual and Public Disclosure Reports submitted on July 29, 2021.	<b>Meets Expectation</b>
<b>Measure 2:</b> COSMA Reaffirmation of accreditation Self-study and Site-Visit	Submit self-study Fall 2025 and conduct site visit spring 2026.	First reaffirmation of accreditation self-study was submitted, and site visit was conducted during the spring 2018 semester.	<b>Meets Expectation</b> <b>Completed until 2025</b>
<b>OEG 3: To maintain and establish relationships with sport organizations.</b>			
<b>Measure 1:</b> Internship Placement	Ninety (90%) percent of SPMT students will be placed in internships during senior seminar.	One hundred percent (100%) of SPMT students were placed in internships. (See Appendix E)	<b>Meets Expectation</b>
<b>Measure 2:</b> Alumni Advisory Board	Sport Management Alumni Advisory Board (SMAAB) will meet twice during the academic year to provide feedback about SPMT program and curriculum.	SMAAB held Zoom meetings during fall 2020 semester (September 15, 2020). Due to COVID 19, work situations and/or schedules a meeting was not held during the spring 2021 semester.	<b>Does Not Meet Expectation</b>

<b>OEG 4: Explore the feasibility of adding a graduate degree program.</b>			
<b>Measure 1:</b> System Redesign/Graduate Program.	Implement the integration strategy and determine the likelihood of adding a graduate program.	The PASSHE proposed integration strategy to improve operations and academic programming at six universities was approved on July 14, 2021 and will be implemented July 2021-August 2022.	<b>4. Insufficient data</b>
<b>Measure 2:</b> University approval to add graduate program.	Reexplore the development of a graduate program proposal for approval.	Decision to develop a graduate program has been delayed due to proposed integration strategy. SRU will no longer be developing a partnership with Edinboro University.	<b>4. Insufficient data</b>
<b>OEG 5: To increase faculty resources.</b>			
<b>Measure 1:</b> University Approval to hire faculty	Develop request/proposal to hire faculty.	Decision to request/proposal to hire faculty has been delayed due to integration strategy.	<b>4. Insufficient data</b>
<b>Measure 2:</b> Recruit and Hire Faculty	Collaborate with SRU's Office of Diversity and Equal Opportunity and Office of Human Resources to review faculty search procedures and develop a recruitment plan.	Decision to recruit and hire faculty has been delayed due to integration strategy.	<b>4. Insufficient data</b>
<b>**Explanation of course action for intended outcomes not realized:</b>			
<i>Notes: 1) Provide all explanations of this table that follows. 2) If you are using different operational outcomes measures for different degree programs, please replicate this form, using one form for each program that has different measures. 3) If different programs use the same measures, only one copy of this form is needed.</i>			

**\*\*EXPLANATION OF COURSE ACTION FOR ALL INTENDED OUTCOMES:**

**OEG 1: To optimize undergraduate enrollment and retention**

**Measure: Graduation/retention rates**

**Insufficient Data** -The 2020-2021 retention and graduation rates are calculated mid-October to include summer graduates. **Data will be forwarded to COSMA during fall 2021.**

Table 1: Job Placement

Year	Number (%) of Graduates	Number (%) Working Full-time	Number (%) Working Part-time	Number (%) Continued Education	Number (%) Still Seeking Employment
2020 -2021					

**Measure: Senior Exit Interview**

**Meet Expectation-** Eighty (80%) percent of the 2020-2021 students responded that they were extremely (60%) prepared or very (20%) prepared to apply critical and creative thinking skills, solve problems, and make managerial decisions through the integration of theory and practice. Whereas, in 2019-2020, ninety-two (92%) percent of the students indicated such responses. Although the 2020-2021 results met the 80% benchmark, they were not as high (99%) as pre-COVID years/semesters.

**Table 2** : Senior Exit Interview

Year	Number (%) of Students Observed	Number (%) Extremely Prepared	Number (%) Very Prepared	Number (%) Moderately Prepared	Number (%) Slightly Prepared	No Reply
2019-2020	42 (100%)	22 (52.38%)	17 (40.48%)	3 (7.14%)	0 (0.00%)	0 (0.00%)
2020-2021	10 (100%)	6 (60%)	2 (20%)	1 (10%)	0 (0%)	1 (10%)

**OEG 2: To maintain COSMA accreditation**

**Measure: COSMA Annual and Public Disclosure Reports**

**Meets Expectation:** - The COSMA Annual and Public Disclosure Reports were submitted on July 29, 2021. The Public Disclosure Report will be uploaded to the web during the start of the fall 2021 semester. The 2020-2021 retention and graduation rates are calculated mid-October to include summer graduates and will be available and added when received in mid-October.

## **OEG 3: To maintain and establish relationships with sport organizations**

### **Measure: Internship Placement**

**Meets Expectation:** All of the students (100%) were placed at internship sites during the Spring 2021 semester. Seventy (70%) percent of the students completed their experience within intercollegiate athletic departments; twenty percent completed the internship with a professional organization and one (10%) student was placed with an organization within the private sector.

**Table 3**

<b>Year</b>	<b>Number (%) of students placed</b>	<b>Number (%) of students NOT placed</b>	<b>Number (%) Placed in Professional/ Minor Sport Organizations</b>	<b>Number (%) Placed in Intercollegiate/ Interscholastic Athletics</b>	<b>Number (%) Placed in Private Sector</b>	<b>Number (%) Placed in Public Sector</b>
<b>2019-2020</b>	<b>29 (100%)</b>	<b>0 (0%)</b>	<b>14 (48%)</b>	<b>7 (24%)</b>	<b>2 (7%)</b>	<b>6 (21%)</b>
<b>2020-2021</b>	<b>10 (100%)</b>	<b>0 (0%)</b>	<b>2 (20%)</b>	<b>7 (70%)</b>	<b>1 (10%)</b>	<b>0 (0%)</b>

### **Measure: Alumni Advisory Board**

**Does Not Meet Expectation –** Sport Management Alumni Board (SMAAB) held a Zoom meeting during the fall 2020 semester on September 15, 2020. A meeting was not held during the spring 2021 semester due to COVID 19, work situations and/or schedules.

## **OEG 4: Explore the feasibility of adding a graduate degree program.**

### **Measure: University approval to add graduate program**

**Insufficient data:** SRU is no longer one of the institutions to be directly impacted by the PASSHE integration/consolidation strategy. However, this outcome is still on hold since the State System is a single corporate structure. If one or more universities are struggling financially, that burden is shared across the System. One of the goals of the integration is for students to have access to a greater list of undergraduate and graduate programs and courses of study. Curriculum development and implementation will occur over the course of three years. This measure will be revisited during the 2021-2022 academic year.

## **OEG 5: To increase faculty resources.**

### **Measure: University Approval to hire faculty**

**Insufficient data:** SRU is no longer one of the institutions to be directly impacted by the PASSHE integration/consolidation strategy. According to the State System, potential employment impacts do exist. However, this outcome is still on hold. This measure will be revisited during the 2021-2022 academic year.

### **Measure: Recruit and Hire Faculty**

**Insufficient data:** SRU is no longer one of the institutions to be directly impacted by the PASSHE integration/consolidation strategy. However, this measure is still on hold. It will be revisited during the 2021-2022 academic year.